



Haywood
drinks & snacks

Distinctly Different
Unique Products for the Licensed Trade



Soaring Summer Sales



A mix of sun, flavour, quality and **profit**

Following the huge success of the Haywoods Drinks' Shatler's Pub and Bar preview event, held recently, Haywood's really do appear to have captured sales success and innovative offerings, quite simply in a cartocan.

Bursting with fresh flavours, Shatlers range of 15 ready to serve cocktails literally are the perfect cocktail that is ready to serve over ice. With a strong range covering the nations favourites such as Caipirihnia, Sex on the Beach, Tequila Sunrise and now the fresh minty taste of Mojito, the Shatlers Collection quite simply can transform your drinks offering as an outlet within one phone call.

At the time where beer gardens fill, sporting events are underway, the sun comes out, what better time to add these premium cocktails as a drink alternative? Given that this premium range is so easy to serve within an unbelievable 6 second window from order, nor requires refrigeration, the range is perfect for outdoor bars as well as main bar listing.

As statistics demonstrate that over 80% of women would order a cocktail if available and a large percentage of those sales repeat in a second purchase, why wait any longer to add luxury cocktails to your offering.

Alan Walters owner of 3 public houses including The Patriot Arms and Oliver Cromwell within the Wiltshire region discovered the Shatler's range at the Haywoods demonstration event, held recently in Swindon,

and now lists within 3 of his pubs. Having not sold cocktails previously Alan comments "We're traditional country pubs, so we never used to offer cocktails as we wouldn't carry the necessary stock to produce, nor have the mixology know how to make a wide range, so when I saw the ready to serve Shatler's collection it provided the answer to what our listings were missing. Now we sell Shatler's cocktails at a modest RRP of £5.75 and have definitely seen an increase in sales, especially on Friday and Saturday nights."

Alan further comments " Being based in north Wiltshire a lot of our business trade is through tourism so we are looking forward to selling Shatler's RTS and the repeat sales it generates through the summer months"

Another typical English countryside pub nestled amidst a small Staffordshire village has also started to sell the Shatler's range of ready to serve cocktails. Previously cocktails had not been offered to their regular customer base, however the inclusion of cocktail offerings has seen an increase in regular female customers as well as an increase in profits.

For more information on the range of 15 Shatler's cocktails which includes alcoholic and non alcoholic alternatives as well as complete supportive points of sale and branded glassware, please view www.haywood-drinks.co.uk or call 01889 270 663
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